Special Report:
Homesteading the future for cable

Broadcasting Mar 31

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

- C 1750-1 U rec'd 4/17/80 -

Sold in 29 markets.
Viacom Features VII
The highest rated movie group released this season:
21.5 average rating!
36% average share!
Twenty big hits!
Viacom
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Source: NTI. Network premiere telecasts. Audience estimates are subject to qualifications available on request.

The Week in Brief

TOP OF THE WEEK

BOOBY TRAPS ☐ There is added impetus for radio deregulation in the 25,000 comments offered to the FCC. But some suggestions, such as one from Justice on renewal hearing criteria, could be explosive for broadcasters. **PAGE 25.**

WAIT TIL NEXT YEAR ☐ The gloom caused by the failure to vote on 9 khz in Buenos Aires begins to dispel. Lee expects other countries' studies will support the U.S. position for short-spacing and assure favorable action at the November 1981 session. **PAGE 28.**

GOOD NEIGHBORS ☐ U.S. and Canadian communications officials agree to establish liaison between governments to avoid future conflicts and to resolve existing ones. **PAGE 29.**

FIVE-STAR REPORT ☐ Air Time has money problems; there's alarm over AM stereo; Times Mirror gets its big deal; Eller teams with Charter; foreign cable ownership passes muster. **PAGE 30.**

SPECIAL REPORT

THAR'S GOLD IN THOSE CITIES ☐ The clamor for cable television franchises in the major metropolitan areas has become a demanding roar, as improved technology and programing add luster to the wired medium. The rush to strike it rich has attracted competitors from home and abroad. Here's a look at their organizational strategies and hopes plus input from representatives of five major MSO's. **PAGE 35.**

TALE OF TWO CITIES ☐ Pittsburgh and Minneapolis offer two case histories of the labyrinthine process that besets cable winners and losers. **PAGE 48.**

FROM NEW YORK TO NASHVILLE ☐ A market-by-market status report on cable franchising in the first 30 cities. **PAGE 52.**

BUSINESS

GET READY ☐ A Ted Bates executive advises advertisers to prepare for defection of young adults from TV networks to cable and pay services. **PAGE 58.**

LOOKING TO 1990 ☐ Studies by Wells, Rich, Greene see network TV holding its own, despite some erosion from new video technologies. **PAGE 58.**

RECOMMENDED ☐ A Bear, Stearn & Co. analyst expects a profitable year for advertising agencies, especially six major publicly owned companies. **PAGE 60.**

LAW & REGULATION

CRITIC AT LARGE ☐ Van Deerlin berates broadcasters and particularly the NAB for tactics he says are self-serving. At same deregulation conference, FCC's Ferris restates his advocacy of common carrier legislation. **PAGE 66.**

FTC HANGS ON ☐ Congress votes just enough funds to carry the trade commission to the end of April. **PAGE 67.**

MEDIA

TWO WEEKS TO VEGAS ☐ The NAB expects a record 20,000 turnout for four days of workshops, speakers, exhibits and entertainment. **PAGE 73.**

PROGRAMING

CBS-TV'S CHALLENGE ☐ The network's prime-time win for the week ended March 23 brings it within a tenth of a rating point of season's front-runner, ABC-TV. **PAGE 76.**

TECHNOLOGY

THE LATEST STARTER ☐ DiscoVision and Japan's U.S. Pioneer will team to market an optical videodisk player for consumer use. **PAGE 80.**

JOURNALISM

TRANSITION ☐ ABC-TV formally starts its late-night *Nightline* by absorbing the nightly Iranian report series already in that slot. **PAGE 81.**

PROFILE

MINING BELOW THE TOP 100 ☐ Avery-Knodel has carved a successful niche for itself as the sales specialist for TV stations in medium and small markets. Much of it is the handiwork of Bob Kizer, president and chief operating officer. **PAGE 105.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year U.S. and possessions add $155 yearly for special delivery. $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

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Summary of Broadcasting

FCC tabulations as of Jan. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,527	3	28	4,558	93	4,651
Commercial FM	3,110	2	43	3,155	181	3,336
Educational FM	1,010	0	25	1,035	92	1,127
Total Radio	8,647	5	96	8,748	366	9,114
Commercial TV						
VHF	514	1	2	517	9	526
UHF	222	0	7	229	62	291
Educational TV						
VHF	99	1	5	105	5	110
UHF	155	2	5	162	5	167
Total TV	990	4	19	1,013	81	1,094
FM Translators	291	0	0	291	152	443
TV Translators						
UHF	1,247	0	0	1,247	359	1,606
VHF	2,494	0	0	2,494	173	2,667

*Special temporary authorization

**Includes off-air licenses